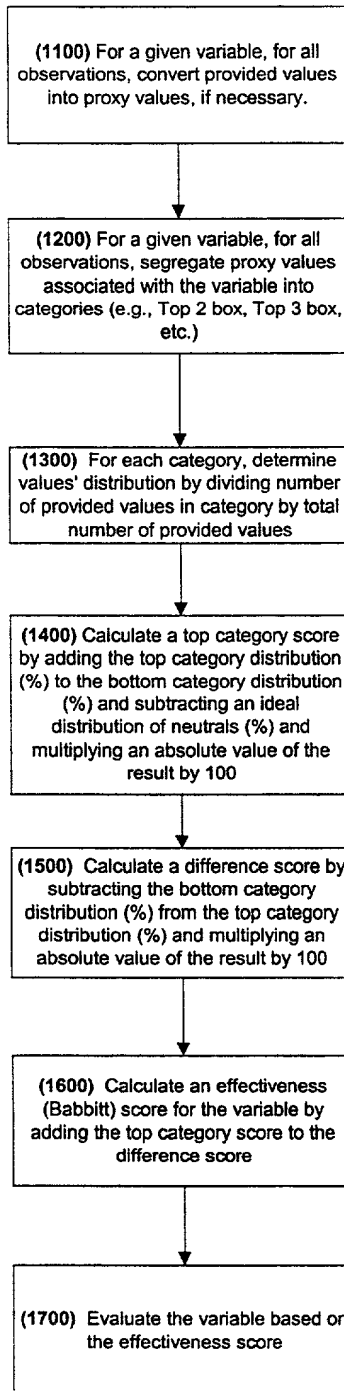


Method 1 - Babbitt Score



100160 100250

Fig. 1

Method 2 - Bestfit Clustering

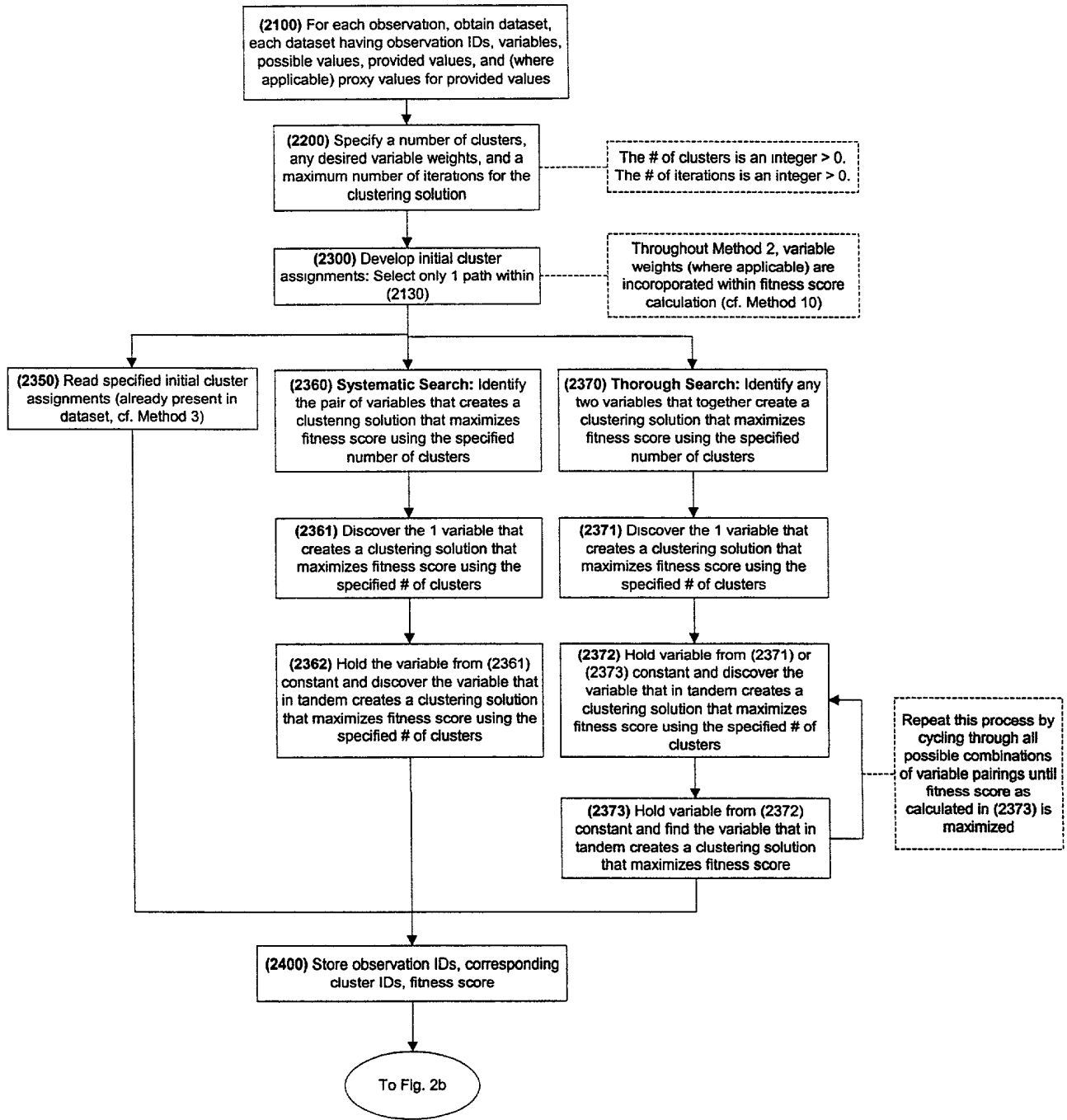


Fig. 2a

Method 2 - Bestfit Clustering - Continued

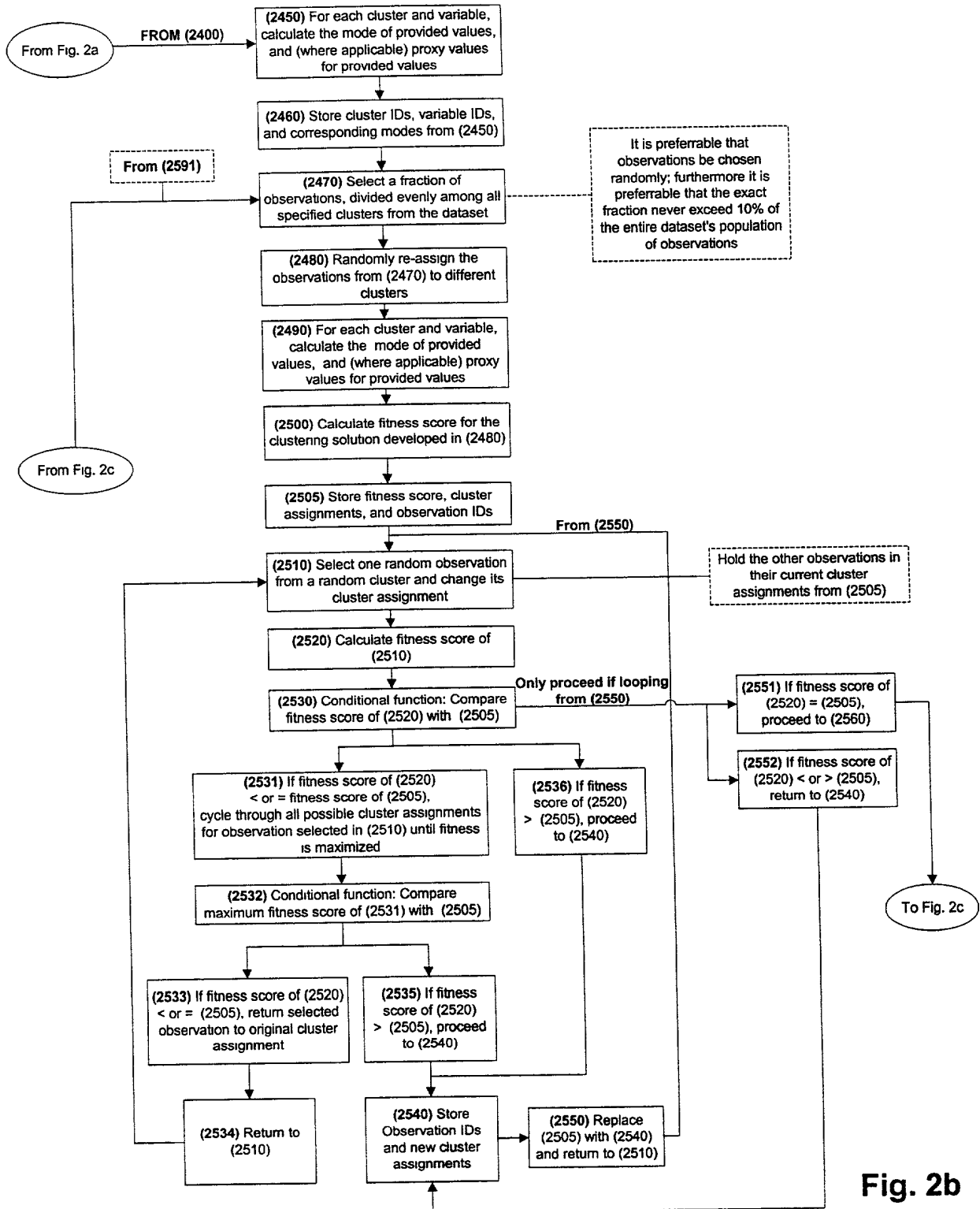


Fig. 2b

FOOTNOTES: 10/16/00 10:25:00

Method 2 - Bestfit Clustering - Continued

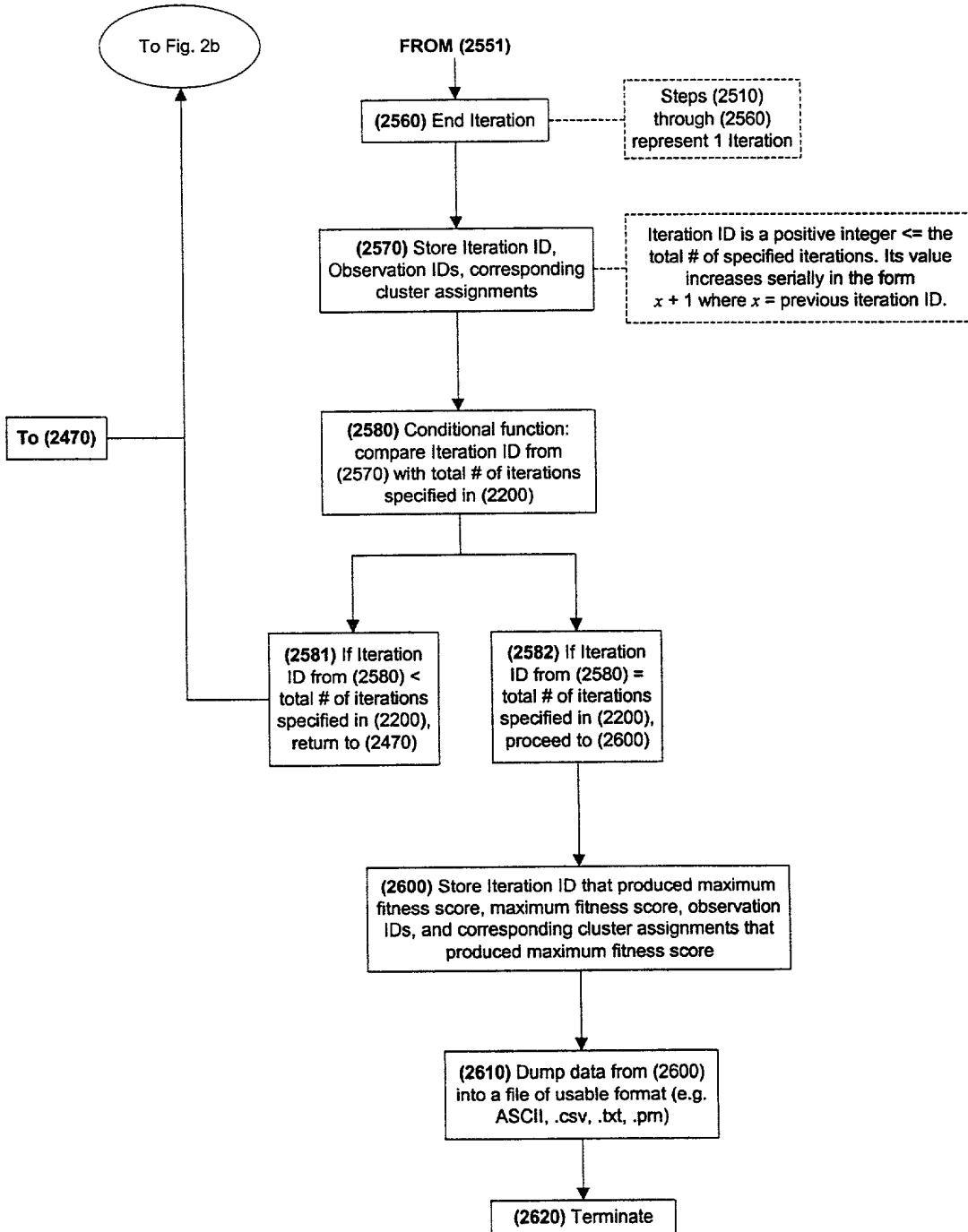


Fig. 2c

Method 3 - Champion/Challenger Clustering Refinement

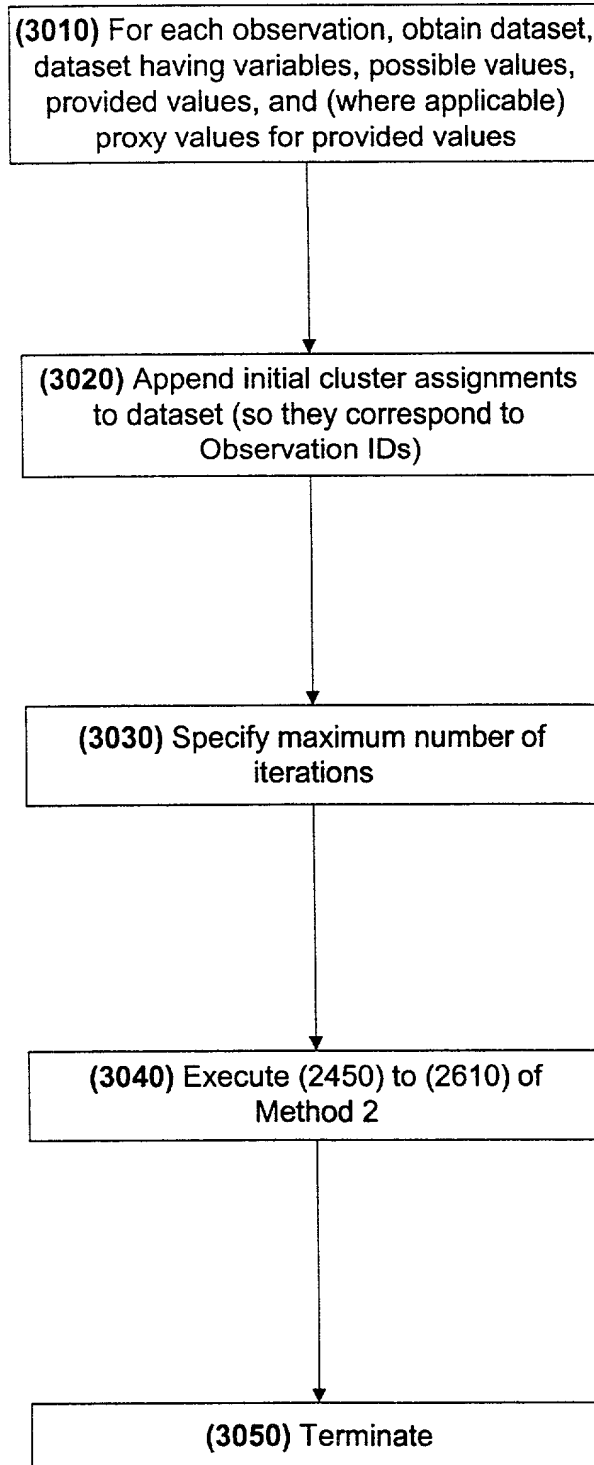


Fig. 3

Method 4 - Composition Analysis

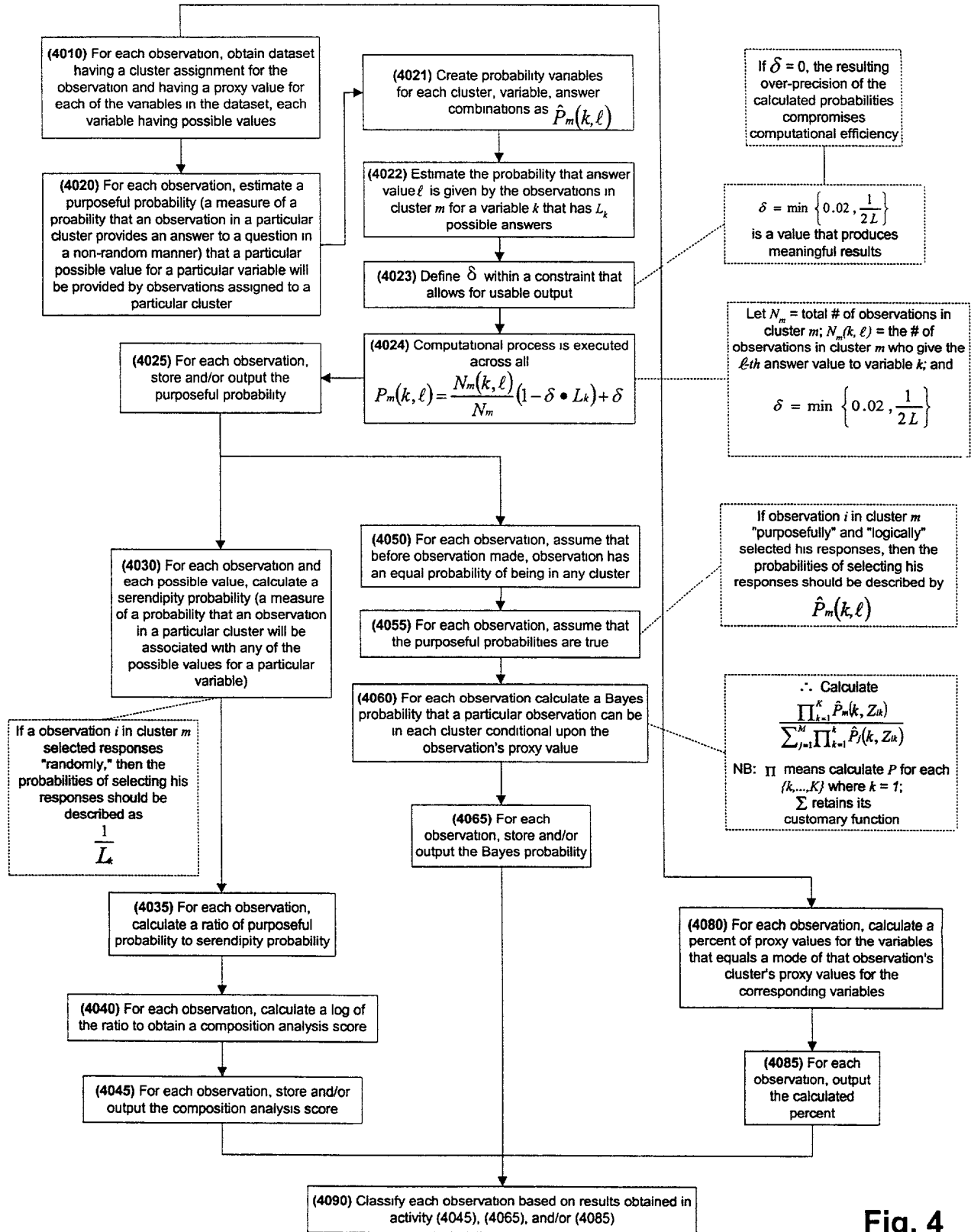


Fig. 4

TOP SECRET FROTH

Method 5 - Segmentation-on-the-Fly

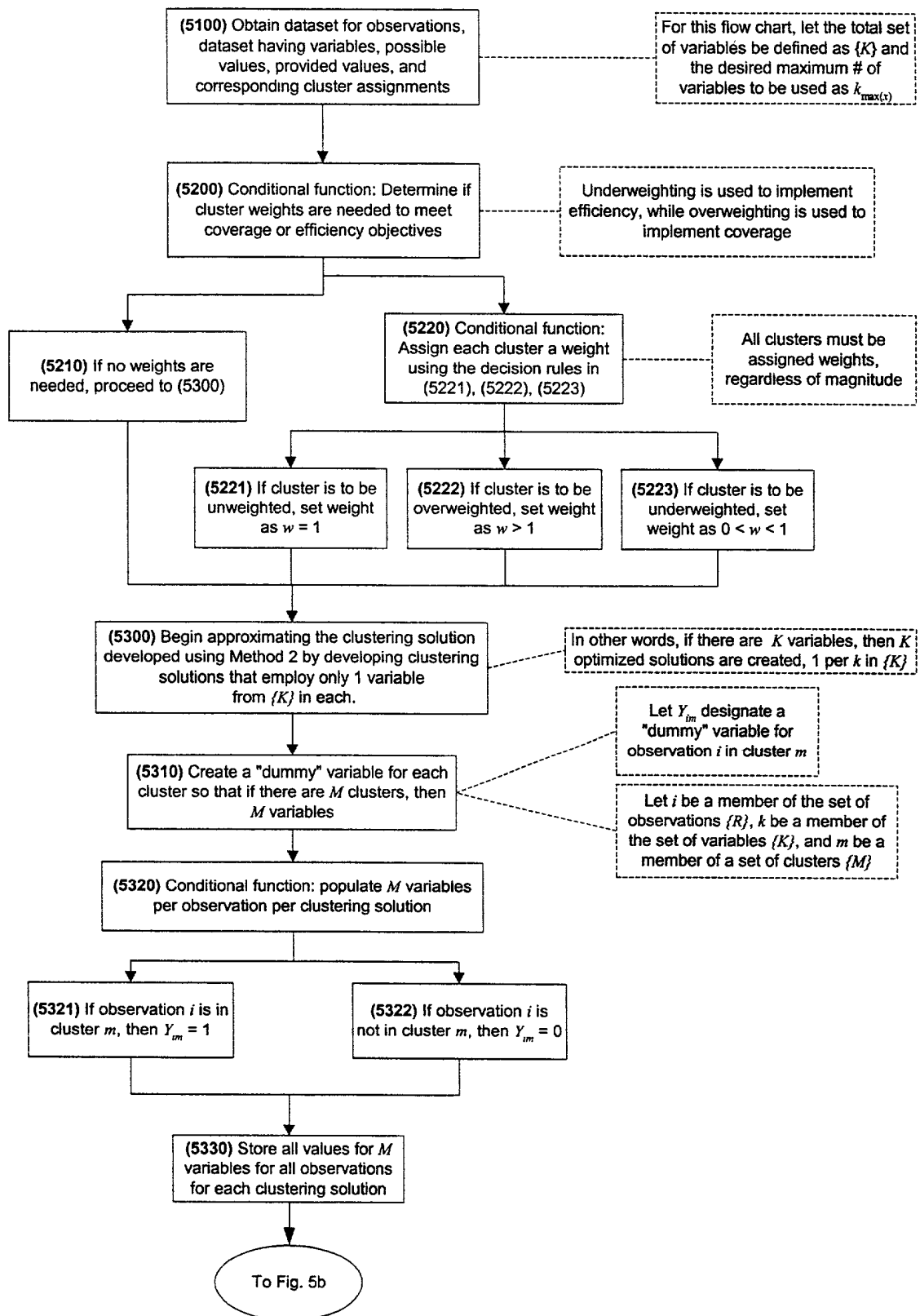


Fig. 5a

FOR FIG. 5a

Method 5 - Segmentation-on-the-Fly - Continued

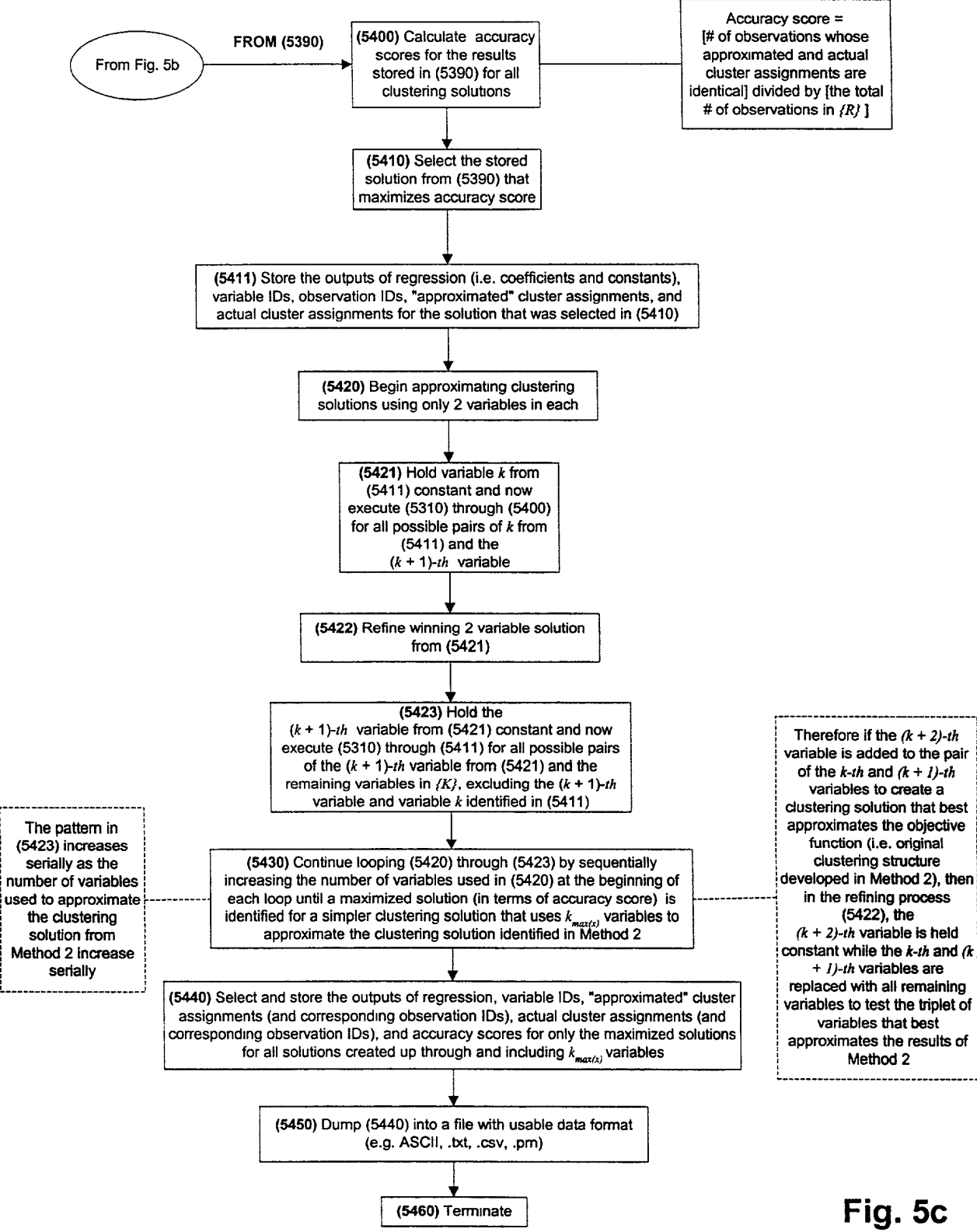


Fig. 5c

Method 6 - Behavioral Segment Scoring

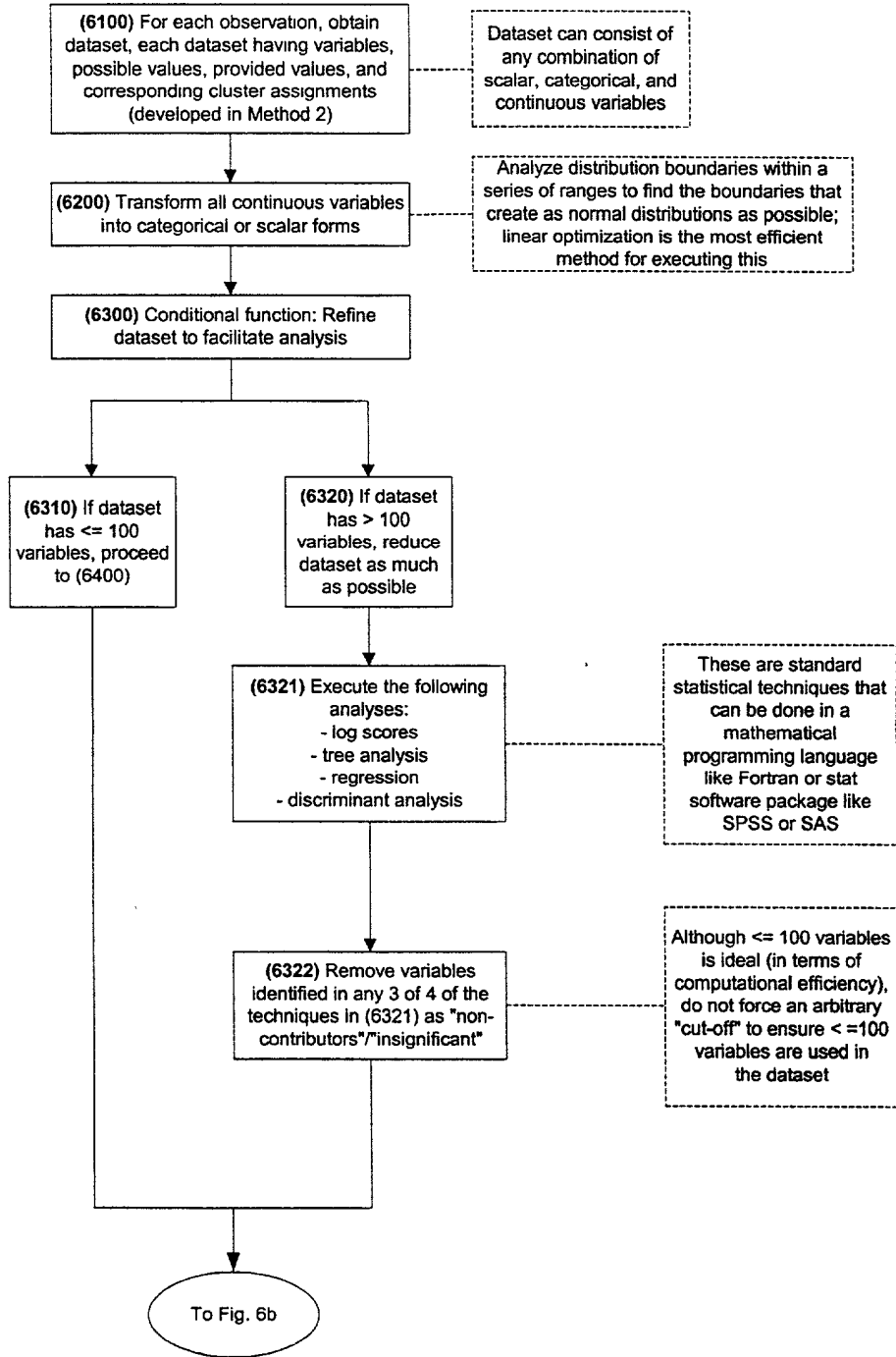
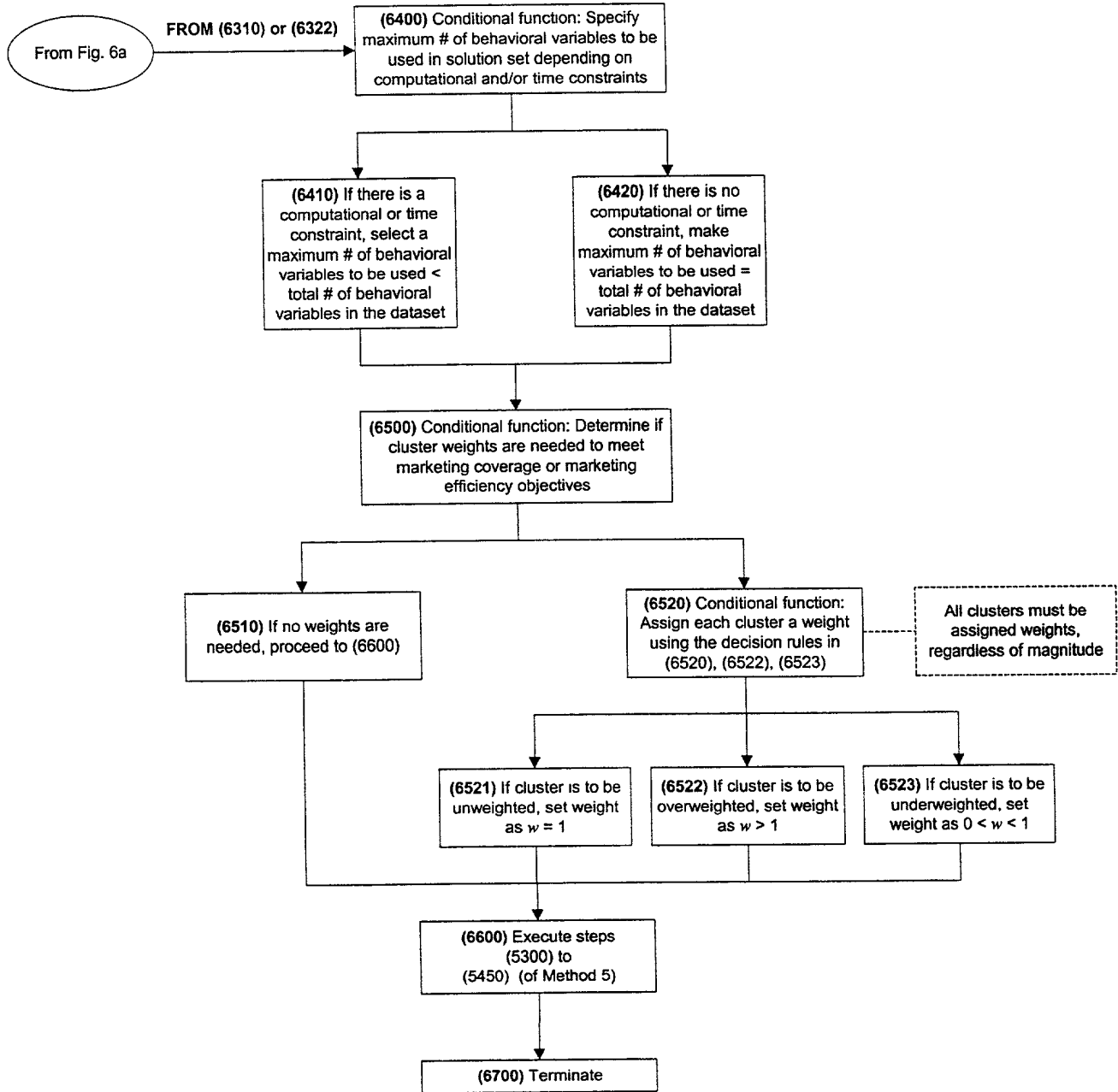


Fig. 6a

FIG. 6A

Method 6 - Behavioral Segment Scoring - Continued



FROM FIG. 6a

Fig. 6b

Method 7 - Panel Analysis

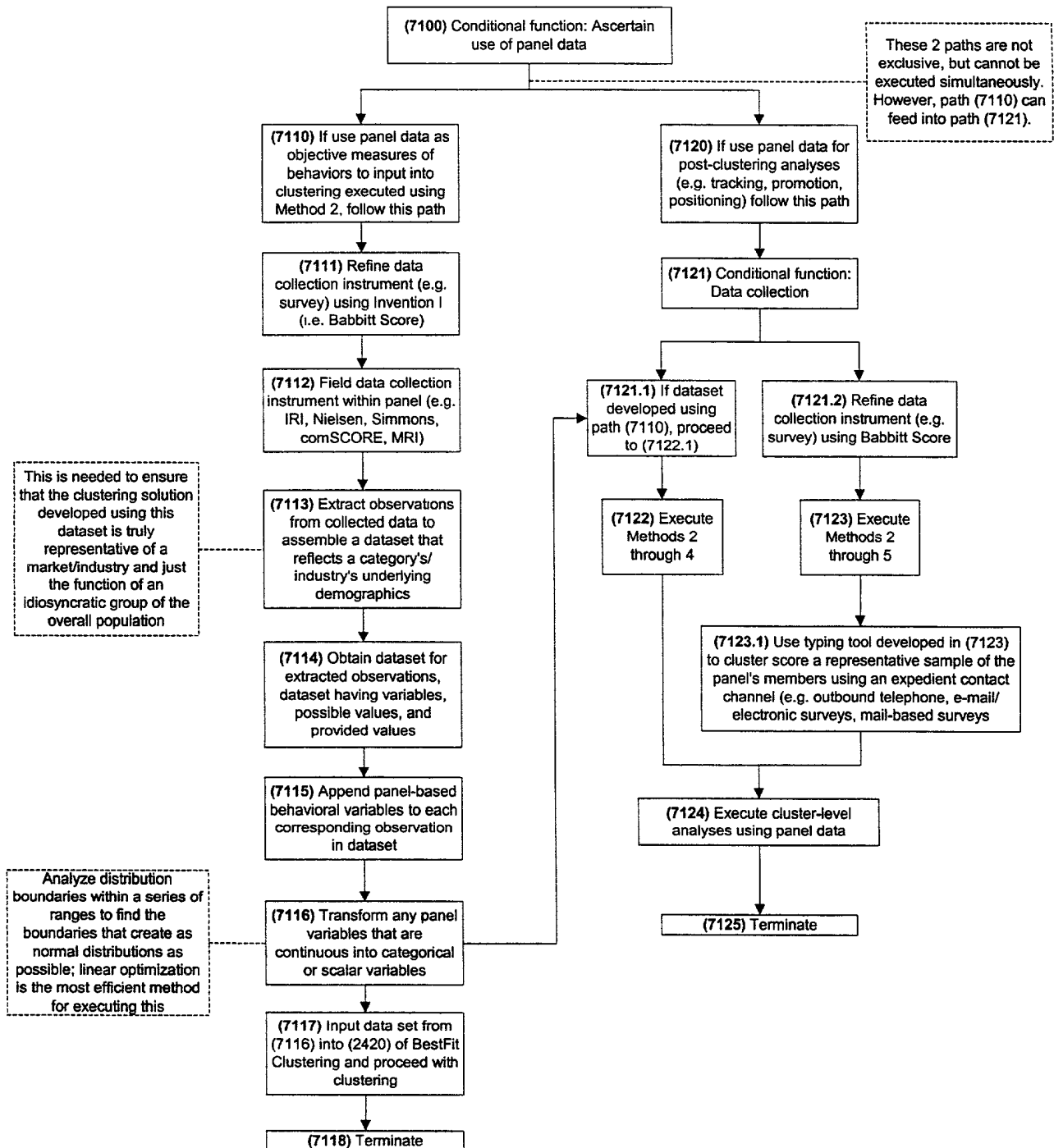


Fig. 7

Method 8 - Overall Segment-Based Marketing Process

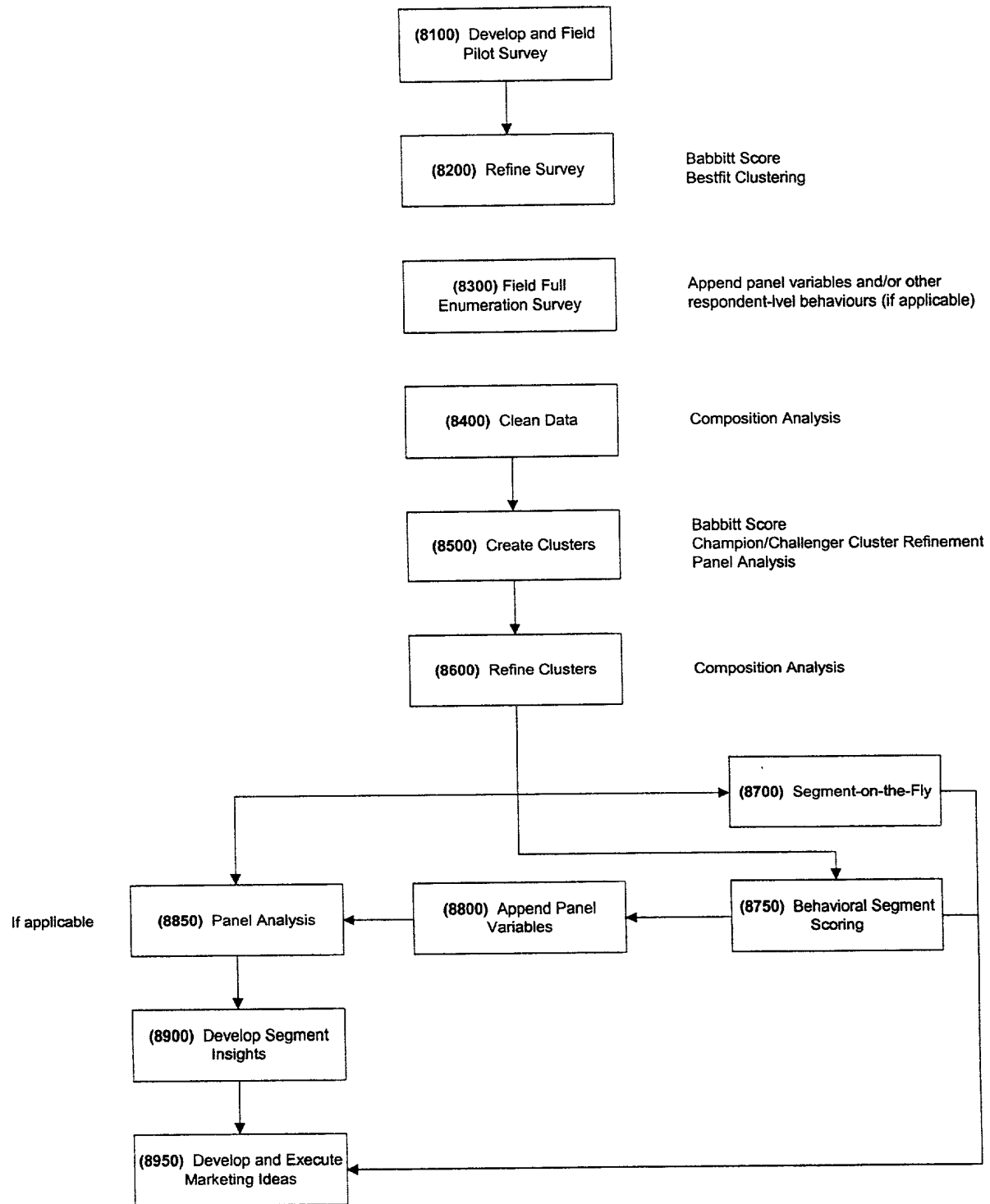
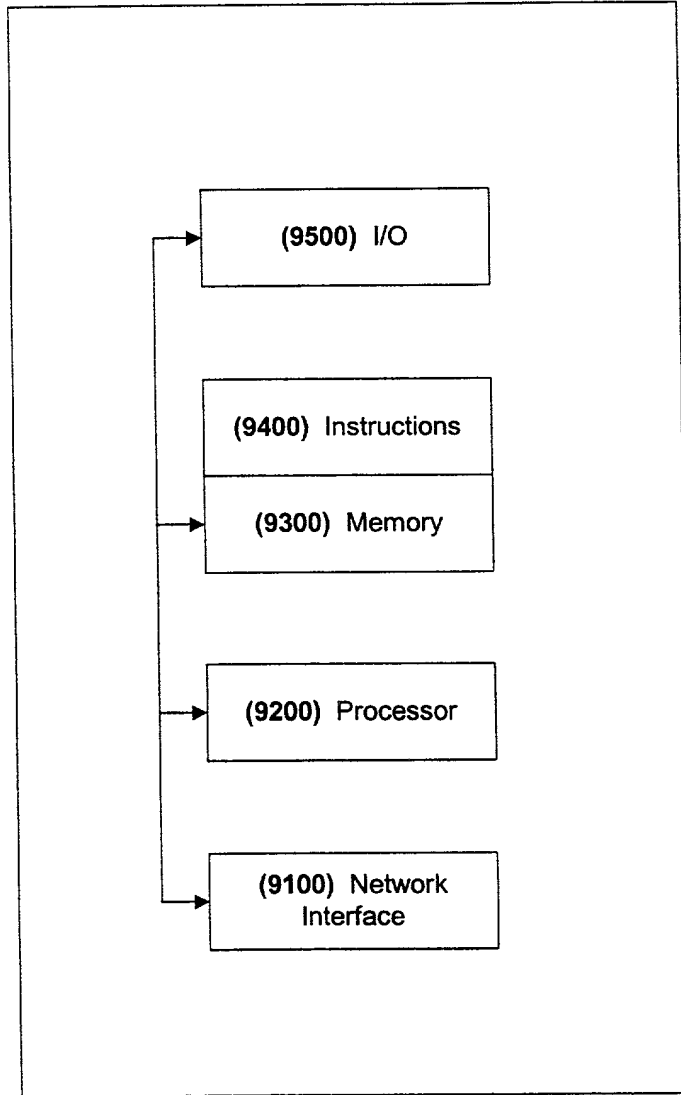


Fig. 8

Information Device 9



FOR PAGES

Fig. 9

Method 10 - Fitness Score Calculation

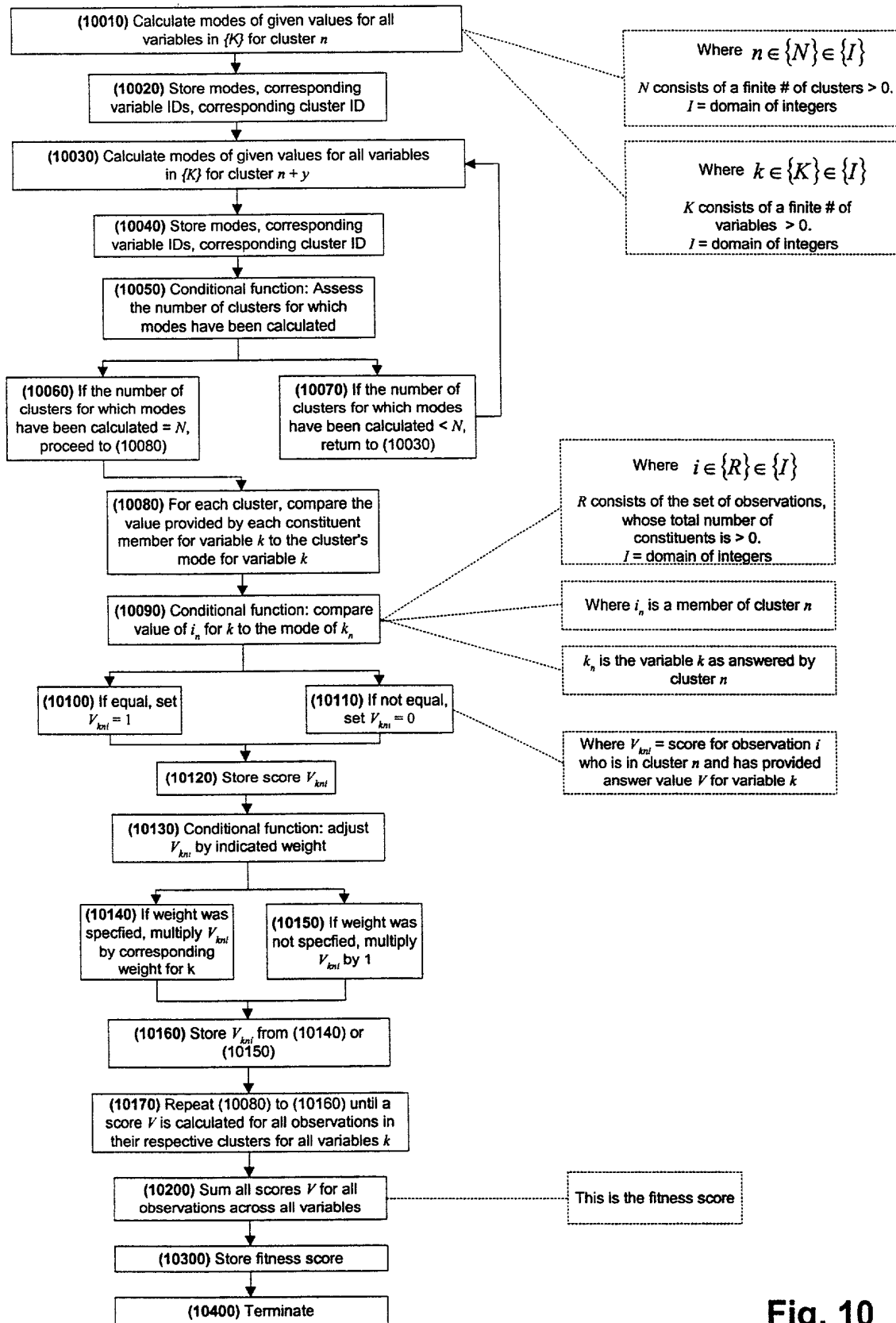
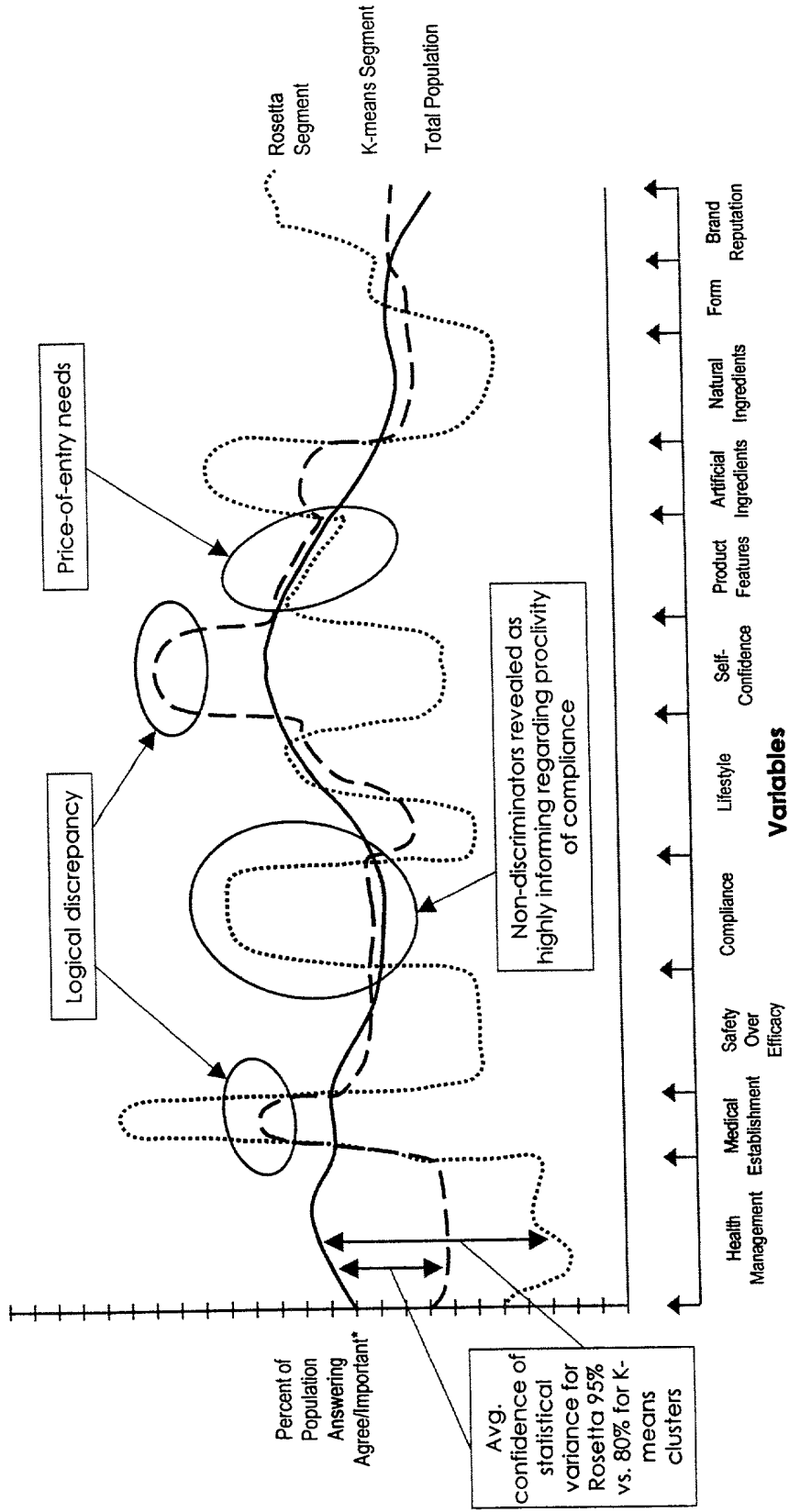


Fig. 10

Blinded Case Study

FIG. 11



* Responses normalized for similar variables with opposite wording/phrasing.